The Aud
ADVERTISING & SPONSORSHIP OPPORTUNITIES
ABOUT THE AUD

Renowned for its exceptional facilities and vibrant event calendar, The Aud offers a compelling platform for advertising your brand. Whether you seek to target sports enthusiasts, concert-goers, trade show attendees, or the local community at large, advertising at The Aud promises unparalleled visibility and impact. With its rich history and multifunctional spaces, including three ice surfaces, The Aud presents a dynamic environment that attracts a wide range of visitors. Prepare to elevate your brand to new heights as you take advantage of this esteemed venue’s advertising potential.

EVENT HISTORY

Jerry Seinfeld  NHL Top Prospects  City and Colour  The Moffats
Elton John  Memorial Cup  Nickleback  Sum 41
The Tragically Hip  Four Nations Cup  Bryan Adams  Hilary Duff
WWE  OHL Draft  Simple Plan  INXS
Michael Buble  Monster X  The Band Perry  Simple Plan
Sting  (NHL) Leafs vs Sabres  The Guess Who  PAW Patrol

CONTACT

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PARTNER TESTIMONIALS

Working with The Aud has, for 20-plus years, been an easy, professional, and rewarding partnership. With The Aud’s history, reputation, and foot traffic, it is the local hub of the Waterloo Region. Nowhere else can you have your business in the face of 7000+ people, every Friday night, at Rangers’ games.

*Chris Pope | Beverage Specialist Molson Coors*

When we worked with the professional team at The Kitchener Memorial Auditorium on our Luxury Suite sponsorship, the project was handled flawlessly. We really enjoyed seeing the results and the high visibility the location gives to our brand.

*Bruce Duguay | General Manager Mercedes-Benz Kitchener-Waterloo*

We love our sponsorship with the Aud! We asked them for some ideas that align with our values, and they produced a unique opportunity that not only helped the community but also allowed us to get our team members involved to see the impact we, as a company, have on our communities. It’s a great experience overall and we plan to continue our partnership with the Aud for years to come.

*Amanda Scheerer | Marketing Lead Josslin Insurance*

PepsiCo has been advertising with The Aud for over thirty years. Their team has made it a smooth and positive experience since day one.

*Jason Marcone | FSR Pepsico*

AUD VISITOR INSIGHT

- **900K** Yearly Visitors
- **2.5K** Yearly Ice Rentals
- **18** Yearly Tournaments
- **54** Rangers + Titans Home Games
- **270** Yearly Event Days

4.4 Stars | 3,500+ Reviews
**DIGITAL ADVERTISING**

**Dressing Room Assignment**
Three large TVs are located at both main entrances and the basement foyer, delivering room assignments that 99% of visitors will see.  
$5,000/Year | Expected Impressions: 650,000+

**Upcoming Events Assignment**
Two giant screens are in the main lobby, and one large screen located in the basement lobby will showcase your graphic, video, or brand.  
$1,200/Year | Expected Impressions: 300,000+

**Marquee Signs**
Spanning 26' x 4' in size, these displays offer unparalleled visibility situated strategically at both main entrances.  
$4,500/Year | Expected Impressions: 800,000+

**Digital Billboard Sign**
Positioned at the corner of Ottawa St., adjacent to the bustling Highway 7 on and off ramps, this display offers visibility and exposure to over 35,000 vehicles daily.  
1 Year - $10,000 | Impressions: 2,500,000  
1 Month - $1,000 | Impressions: 210,000
PRINT ADVERTISING

Posters (Concourse) $750/Year

Rink Boards (Kiwanis & Kinsmen) $750/Year

Scoreboard (Kiwanis & Kinsmen) $1,000/Year

Garbage + Recycling $1,850/Year

Zamboni Wraps (Kiwanis & Kinsmen) $1,500/Year

Wall Wraps $2,000 - $8,000

Behind Bench / In-Ice Logo (Kiwanis & Kinsmen) $3,000

Main Entrance Banner $6,000
**NAMING RIGHTS**

Naming Rights is the highest level of sponsorship available, offering the greatest reach, community recognition, and impact on a target audience. Naming Rights entitle a sponsor to integrate and align their business name and brand into a public City facility. Each naming rights partnership may include different assets that deliver promotional value and brand recognition to the sponsor. We will work with you and your team to create the best strategy to maximize brand recognition and engagement.

**CURRENT OPPORTUNITIES**

Fan Services (2 Locations) | Kinsmen & Kiwanis Dressing Rooms | Subscribers Lounge

*Naming Rights packages range from $8K - $16K per year.*

**SPONSORSHIP**

As a staple facility within Waterloo Region, programming - and more importantly affordable programming – is vital within the community. With the help of sponsored programming, community members can participate in programming that they would normally miss out on. Not only are you able to provide unique and exciting experiences to community members, but you will gain strong brand recognition and visibility with minimal commitment.

**CURRENT OPPORTUNITIES**

Free Skates | Public Skates | Pickleball | Rollerskating | Pickup Hockey & more

*Free Community Skating*

Presented by

**Josslin Insurance**

*a Real Insurance broker*